

What is Claimed is:

1. A master disc comprising:  
a magnetic layer containing converted bit information embedded therein for transferring to a magnetic recording medium as a magnetic pattern,  
wherein the converted bit information contains a predetermined number of converted blocks each containing at least three converted bits, each of the converted blocks containing at least one bit having a different value.
2. The master disc according to claim 1, wherein each of the converted blocks contains equal number of bits having a value of "0" and a value of "1".
3. The master disc according to claim 1, wherein the converted bit information is converted from bit information having a predetermined number of blocks each containing two bits to 3 to 10 bits .
4. The master disc according to claim 3, wherein each of the converted blocks contains four bits, with one or two different bits between the first and last bits of the same bit value being different so that all of a sequence of three or more of the bits do not contain the same bit value.
5. The master disc according to claim 1, wherein the bit information is servo address information or cylinder information.
6. The master disc according to claim 2, wherein the bit information is servo address information or cylinder information.
7. The master disc according to claim 3, wherein the bit information is servo address information or cylinder information.
8. The master disc according to claim 4, wherein the bit information is servo address information or cylinder information.

9. A method of manufacturing a master disc, comprising the steps of:  
providing a substrate;  
converting bit information to be transferred to a magnetic recording medium, so that the converted bit information contains a predetermined number of converted blocks of at least three converted bits, each of the converted blocks containing at least one bit having a different value;  
and  
forming a magnetic layer on the substrate by embedding the converted bit information as a magnetization pattern on the substrate.
10. The method according to claim 9, wherein each of the converted blocks contains equal number of bits having a value of "0" and a value of "1".
11. The method according to claim 9, wherein the converted bit information is converted from bit information having a predetermined number of blocks each containing two bits to 3 to 10 bits.
12. The method according to claim 11, wherein each of the converted blocks contains four bits, with one or two different bits between the first and last bits of the same bit value being different so that all of a sequence of three or more of the bits do not contain the same bit value.
13. The method according to claim 9, wherein the bit information is servo address information or cylinder information.
14. A method of magnetically transferring bit information to a magnetic recording medium, comprising the steps of:  
providing a master disc having converted bit information to be written as a magnetization pattern to a magnetic recording medium embedded therein; and  
bringing the master disc for magnetic transfer into contact with the recording medium so that the converted bit information is transferred to the magnetic recording medium,

wherein the converted bit information contains a predetermined number of converted blocks of at least three converted bits, each of the converted blocks containing at least one bit having a different value.

15. The method according to claim 14, wherein each of the converted blocks contains equal number of bits having a value of "0" and a value of "1".

16. The method according to claim 14, wherein the converted bit information is converted from bit information having a predetermined number of blocks each containing two bits to 3 to 10 bits.

17. The method according to claim 16, wherein each of the converted blocks contains four bits, with one or two different bits between the first and last bits of the same bit value being different so that all of a sequence of three or more of the bits do not contain the same bit value.

18. The method according to claim 14, wherein the bit information is servo address information or cylinder information.